

## Year-End Appeal: Thank You for Helping TRU Say 'Yes'

Every referral, admission, and family supported by TRU reflects the dedicated efforts of our providers and staff delivering compassionate care beyond numbers or processes. As TRU approaches 50 years, we need your support more than ever as funding becomes increasingly vital.

For-profit healthcare entities often exclude vulnerable patients, but TRU remains committed to serving everyone, including those underinsured, uninsured, or unhoused. In 2025, we expect to provide \$2.5 million in uncompensated care across our hospice, palliative care, PACE, memory care, and grief services programs. Our Grief Services team helped 237 clients last year, most of whom were community members without other options for affordable mental health care.

We believe equitable access to care through illness, aging, end of life, and grief improves outcomes and offers relief to families. Whether through TRU PACE, palliative or hospice support, dementia care, or grief counseling, we meet people's needs—physically, emotionally, and financially.

With growing demand, we refuse to turn anyone away or compromise our values. Your year-end gift ensures that compassionate care remains available to all, honoring our founding belief in dignity and respect for every individual.

Please consider making a generous contribution today so TRU can continue serving our community through life's crucial moments.

With deep gratitude,



Samantha Black, LCSW  
Executive Vice President



### Finding Peace at the End: Mike Samuels' Legacy of Hope

Retired chemical engineer Mike Samuels faced a difficult journey when severe shortness of breath revealed both cardiac and pulmonary decline—with no further treatments available. By October 2024, he and his wife Sue turned to TRU Community Care where both had long been volunteers.

What began as palliative care soon transitioned to full hospice support, offering comfort, dignity, and steady guidance. Weekly visits from a hospice nurse, essential medications, and equipment like a home oxygen concentrator helped Mike remain at home, while compassionate chaplain visits supported both him and Sue through an emotional season.

Mike, once hesitant to discuss end-of-life care, chose to share his story so others might find clarity and peace in making the same decision. He died on TRU's hospice care in July; his story reminds us why your generosity matters so deeply.

Watch Mike & Sue Samuel's story at [trucare.org/mike](https://trucare.org/mike).

# Ways you can give



Give to the Year End Appeal online at [trucare.org/trutalk](https://trucare.org/trutalk) or mail your donation using the enclosed envelope. Year-end gifts that are postmarked by December 31 are eligible for 2025 tax deductions. TRU also encourages you to consider the following giving options:

## 1. MAKE A GIFT OF STOCK.

Avoid paying capital gains tax by donating appreciated stock held for more than one year. Consider choosing appreciated stock with the greatest capital gain to take maximum advantage of this unique tax benefit.

Do you have stock that has lost value? By liquidating stock and donating the proceeds, you can deduct the loss in value (cost basis less current value) and derive a charitable deduction for the current market value.

## 2. MAKE A GIFT THROUGH YOUR IRA.

If you are over 70½ with an IRA, the IRA Charitable Rollover may be an ideal way to make a gift.

### IMPORTANT DETAILS

- You must be age 70½ or older when you make the gift.
- You can give up to \$100,000 from your IRA directly to TRU Community Care. The transfer generates neither taxable income nor a tax deduction. You benefit even if you do not itemize your deductions.
- If you have not yet taken your required minimum distribution for the year, your IRA charitable rollover gift can satisfy all or part of that requirement.

## 3. JOIN THE TRU LEGACY CIRCLE

The Legacy Circle is a group of generous donors who have made estate or other planned gifts to TRU. Leaving a bequest ensures your personal, lasting legacy.

### SUGGESTED LANGUAGE FOR WILLS:

*I give (insert specific amount or percentage) to TRU Community Care, Federal Tax ID 84-0748577, a 501(c)(3) organization.*

Please consult your advisor for more details or contact:

Debra Heyart, Development Associate  
[debraheyart@trucare.org](mailto:debraheyart@trucare.org)

# TRU's "Matters of the Heart" Fundraising Luncheon

On October 23, TRU Community Care welcomed 154 guests to the Canyons Center at Frasier for our Matters of the Heart Fundraising Luncheon Presented by the Von Eschen Family. The afternoon was filled with warmth and connection as we gathered to celebrate the compassionate care that defines TRU's work in our community.

Board Chair Kitty deKieffer and Executive Vice President Sam Black shared reflections on TRU's role in the community, while the heart of the program came through a moving video tribute created by TRU volunteer and videographer Kris van Genderen. The video honored longtime volunteers Mike and Sue Samuels, sharing their decades of service and Mike's own journey as a TRU hospice patient. Sunny Justice from the Paige Foundation issued a powerful call to action that included a \$10,000 challenge grant to match gifts made during the event. And as guests reflected on their connection to TRU, a slideshow of loved ones we've lost filled the room with both remembrance and gratitude.

The generosity of our community shone through, with \$36,000 raised during the luncheon itself. Combined with sponsorships, pre-event gifts, and ticket sales, the event brought in more than \$116,000 in support of TRU's mission—ensuring that everyone who needs our care can access it, regardless of their ability to pay.

Thank you for your support!



**TRU wishes to thank ALL of our sponsors, without whom we could not do this work.**

The Von Eschen Family

The Anderson Family Foundation

Gail & Porter Storey

deKieffer and  
Samson-Harris Families

Constance Holden  
and TK Smith



GRISWOLD

In Honor of  
TRU Community  
Volunteers



Samantha and Anita Black

Scott and Marlene Gresser



## Save the Date

**TRU** | COMMUNITYCARE

50 YEARS OF CARING

TRU Community Care  
**50th Anniversary Celebration**  
Saturday, September 19, 2026

Please consider supporting our work with a tax-deductible donation to TRU today.  
For your convenience, a donor reply device is enclosed.  
You can also donate online at [TRUcare.org/trutalk](https://TRUcare.org/trutalk).

## Why Support TRU Community Care?

For nearly five decades, TRU has provided expert, heartfelt care to individuals and families throughout our community through:

- **TRU Hospice** - Expert care and comfort for those with advanced illness
- **TRU PACE** - Comprehensive support helping seniors remain safely in their communities
- **TRU Palliative Care** - Relief from symptoms while improving quality of life
- **TRU Grief Services** - Free support groups and counseling for all ages
- **Landmark Memory Care** - Specialized care for those with Alzheimer's and dementia

Your donation ensures that everyone in our community receives the dignified, compassionate care they deserve, regardless of circumstance. Together, we can continue providing innovative, meaningful care wherever it's needed.

Donate online at [TRUcare.org/trutalk](https://TRUcare.org/trutalk) or text TRUTalk to 41444.

